

AMENDMENTS TO THE CLAIMS

1-9. (Cancelled)

10. (Currently amended) A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system, the wireless communication system comprising:

a memory device for storing position locations data for of the wireless communication device ~~and for storing transactions made relating to the wireless communication device~~;

a processor for determining trends in the position location data by recalling stored information from the memory device and processing the recalled information; and

a transmitter for transmitting targeted broadcasts to the wireless communication device at least based on the ~~current location of the communication device~~ determined trends.

11. (Currently amended) A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system, the wireless communication system comprising:

a memory device for storing ~~position locations of the wireless communication device and for storing transactions~~ data for made relating to the wireless communication device;

a processor for determining trends in the transaction data by recalling stored information from the memory device and processing the recalled information; and

a transmitter for transmitting targeted broadcasts to the wireless communication device at least based on the determined trends of the communication device.

12. (New) The wireless communication system of claim 10, wherein the targeted broadcasts are transmitted to wireless communication devices currently located in a specific area.

13. (New) The wireless communication system of claim 10, wherein the targeted broadcasts are transmitted to wireless communication devices predicted to be located in a specific area.

14. (New) A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system, the wireless communication system comprising:

 a memory device for storing position location data for the wireless communication device;

 a processor for recalling stored information from the memory device and processing the recalled information; and

 a transmitter for transmitting targeted advertisement broadcasts to the wireless communication device at least based on the processed information.

15. (New) The wireless communication system of claim 14, wherein the memory device also stores transaction data for the wireless communication device.

16. (New) The wireless communication system of claim 15, wherein the transaction data includes usage transactions, responses to broadcasts, requests for information, or any combinations thereof.

17. (New) The wireless communication system of claim 14, wherein the memory device also stores preselected user information or preferences.

18. (New) A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system, the wireless communication system comprising:

 a memory device for storing position location data for the wireless communication device;

 a processor for recalling stored information from the memory device and processing the recalled information; and

a transmitter for transmitting targeted advertisement broadcasts to the wireless communication device at least based on the current location of the wireless communication device.

19. (New) The wireless communication system of claim 18, wherein the memory device also stores transaction data for the wireless communication device.

20. (New) The wireless communication system of claim 19, wherein the transaction data includes usage transactions, responses to broadcasts, requests for information, or any combinations thereof.

21. (New) The wireless communication system of claim 18, wherein the memory device also stores preselected user information or preferences.

22. (New) A wireless communication system comprising:

a memory device capable of storing data for a plurality of wireless communication devices;

a processor for processing the stored data and selecting a targeted broadcast audience, wherein the targeted broadcast audience comprises at least one wireless communication device; and

a transmitter for transmitting a targeted broadcast to each wireless communication device in the targeted broadcast audience.

23. (New) The wireless communication system of claim 22, wherein the targeted broadcast audience is selected from the plurality of wireless communication devices.

24. (New) The wireless communication system of claim 22, wherein the stored data comprises position location data for at least one wireless communication device.

25. (New) The wireless communication system of claim 24, wherein the position location data comprises frequent routes traveled by at least one wireless communication device.

26. (New) The wireless communication system of claim 22, wherein the stored data comprises transaction data relating to at least one wireless communication device.

27. (New) The wireless communication system of claim 26, wherein the transaction data comprises data selected from usage transactions, responses to broadcasts, requests for information, or any combination thereof.

28. (New) The wireless communication system of claim 22, wherein the stored data comprises preselected user information or preferences.

29. (New) The wireless communication system of claim 22, wherein the targeted broadcast audience is limited to wireless communication devices currently located in a specific area.

30. (New) The wireless communication system of claim 22, wherein the targeted broadcast audience is limited to wireless communication devices predicted to be located in a specific area.

31. (New) The wireless communication system of claim 22, wherein the processor selects the targeted broadcast audience by determining trends in the stored data for at least one wireless communication device.

32. (New) The wireless communication system of claim 24, wherein the processor selects the targeted broadcast audience by determining trends in the position location data for at least one wireless communication device.

33. (New) The wireless communication system of claim 26, wherein the processor selects the targeted broadcast audience by determining trends in the transaction data for at least one wireless communication device.

34. (New) The wireless communication system of claim 22, wherein the targeted broadcast comprises an advertisement.

35. (New) A method for sending a targeted broadcast in a wireless communication system comprising:

storing data for a plurality of wireless communication devices;

processing the stored data;

selecting a targeted broadcast audience from the processed data, wherein the targeted broadcast audience comprises at least one wireless communication device; and

transmitting the targeted broadcast to the targeted broadcast audience.

36. (New) The method of claim 35, wherein the targeted broadcast audience is selected from the plurality of wireless communication devices.

37. (New) The method of claim 35, wherein the stored data comprises position location data for at least one wireless communication device.

38. (New) The method of claim 37, wherein the position location data comprises frequent routes traveled by at least one wireless communication device.

39. (New) The method of claim 35, wherein the stored data comprises transaction data relating to at least one wireless communication device.

40. (New) The method of claim 39, wherein the transaction data comprises data selected from usage transactions, responses to broadcasts, requests for information, or any combination thereof.

41. (New) The method of claim 35, wherein the stored data comprises preselected user information or preferences.

42. (New) The method of claim 35, wherein the targeted broadcast audience is limited to wireless communication devices currently located in a specific area.

43. (New) The method claim 35, wherein the targeted broadcast audience is limited to wireless communication devices predicted to be located in a specific area.

44. (New) The method of claim 35, wherein the targeted broadcast audience is selected by determining trends in the stored data for at least one wireless communication device.

45. (New) The method of claim 37, wherein the targeted broadcast audience is selected by determining trends in the position location data for at least one wireless communication device.

46. (New) The method of claim 39, wherein the targeted broadcast audience is selected by determining trends in the transaction data for at least one wireless communication device.

47. (New) The method of claim 35, wherein the targeted broadcast comprises an advertisement.